

Business Meeting
13.02.2024

Present:

Caroline, Sam, Plum, Sharron Mrs Lobb, Zoe – Mrs Lobb, Debbie-Elixir, Neil -Elixir, Jane – Ocean Blue, Robin Moorcroft, Lisa – Ernies Ices , Jenny - Boo and Beyond, Sarah Sims – Cornwall community link officer, Adrian Jones – folk festival , Belinda – Dandi , Linsey – Dandi, Simon – Compassionate care project, Rosie and Graham – Stir

Apologies - Charmian Licsauer, Cornish Cottages, Barry Rowe, Linden Hawke – Designed 2 create, Mark Wheedon, Daften

Robin Moorcroft – explanation of funding available

Bigger towns can bid on bigger funding – in order for us to do this we had to form a town team – this allowed us to apply for up to £50,000 for place shaping within Wadebridge, this was to be spent on a feasibility/ needs assessment project.

The town team identified several areas of need including use of the river, empty buildings, Youth provision & cycling, and a tender was placed on contract finder – 9 companies came forward. Rise Associates quoted around £41,000 (we will receive their report soon). We therefore have about £9000 left for town improvements. Once this is spent we can access a further £12500.

We can also access the Town delivery fund – minimum is £5000 bid up to £50,000 – which can be used to help make the shops and high street look good again.

Town team there to help progress the town – and would like to work with the Chamber to involve local businesses. Town team has to go through town council as they are the financial body.

Short medium and long term goals have come out as something to look at.

Chamber of Commerce:

Wadebridge & District Chamber – this has been going for many years, last few years has become a lot smaller due to Covid initially. It has kept going with a small group in order to keep late night shopping, Royal Cornwall Show and help with big lunch.

We are now looking for new people to join the committee and help out.

- A survey was done and the majority of people that answered were happy with a membership fee of £50.
- With the chamber website – it was agreed that we should keep Visit Wadebridge where there is a section for the chamber.
- Debbie at Elixir has set up a what's app group for businesses to stay in touch – if anyone would like to join please message Debbie – 07900 902286
- We had a membership form where businesses can add their number then Debbie can add you to the whatsapp group unless you say otherwise.
- Sammi discussed this year's RCS - £600 etc for a stand -please email membership@visitwadebridge.co.uk if you are interested
- Chamber would like to include all businesses in Wadebridge – need volunteers to go to each area to take a flyer (Caroline will produce) inviting them to become members. Areas discussed were Trenant Industrial Estate, Bradfords Quay, Clear Space, Dunveth Industrial Estate.
- Chamber needs an AGM – this will be arranged for next and communicated to everyone in advance.

Ideas for moving forward?

The room split into groups to discuss short, medium and long term ideas for the town, below is the list of ideas:

- Signage either end of Camel Trail showing key areas like smaller areas of shopping and where bike racks are
- Display message on map that we are a bike friendly town
- Become the number 1 independent destination – we have lovely parks and shops
- Become a centre for wellbeing, the football club in UK is attaining compassionate club status which we could use as a platform for compassionate town status this will get Wadebridge lots of publicity.
- Market this well in the big cities will encourage people here for this reason.
- Lots of space green areas – kids park needs updating.

- Poetry, music, having entertainment in various different areas of the town
- Short term – flowers, signage etc
- Middle term – look at the railway history of the town and make more use of it
- Orient express idea for example – people could dress up in vintage train uniform
- The gate at the bottom of Molesworth street could be done in the shape of a railway barrier
- Make more of the John Betjeman link – cultural evening

- Planting & landscaping – as the flowers don't look great in winter could we look at evergreens and small trees
- Lighting all year round – festoon lights – coloured lights out to side streets with different colours for different parts – the maps could show the light colours
- Christmas lights need to be LED
- Christmas light turn on – make more of it. If we can't do all the lights could it just be the tree?
- Better street furniture
- Doing up the buildings and decorating.
- Speaking with landlords to help drop rents and make buildings look better
- Regular events in town – pop up fashion show – craft one etc
- Market town we should have a regular market to bring people in and create a buzz
- More street entertainment
- Long term idea – railway – narrow gauge
- Nod to the past and a nod to the future

- Start having Park Runs each Saturday – (Wadebridge running club have 50 plus people go running each week) Park Runs bring people into the town and are very well organised. 5k distance – end of the run people hang about for coffee cake ice cream etc. Hold each Saturday 9am start.
- Hold a Tour De Wadebridge/Cornwall - cycling starts and ends Wadebridge, make Wadebridge a centre of cycling in Cornwall
- Get Wadebridge to become a centre of wellbeing
- Make more use of the river – could we have a jetty for Kayaking & Paddle Boarding? We also have The Camel Trail plus the running club, tennis club, a great leisure centre etc.

- Pop up shops in empty buildings
- More bike racks etc for all ends of the town and then include these on the maps at each end of the trail.

Next Steps

We ran out of time to discuss next steps, however agreed that we could discuss more at the next Chamber meeting. The next meeting will be an AGM – date of 6th March. Venue TBC. We could also arrange a social meeting at one of the venues in town.